

# Sustainability

## The New Buzz Word for Tobacco Prevention and Control

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# So Far So Good.....

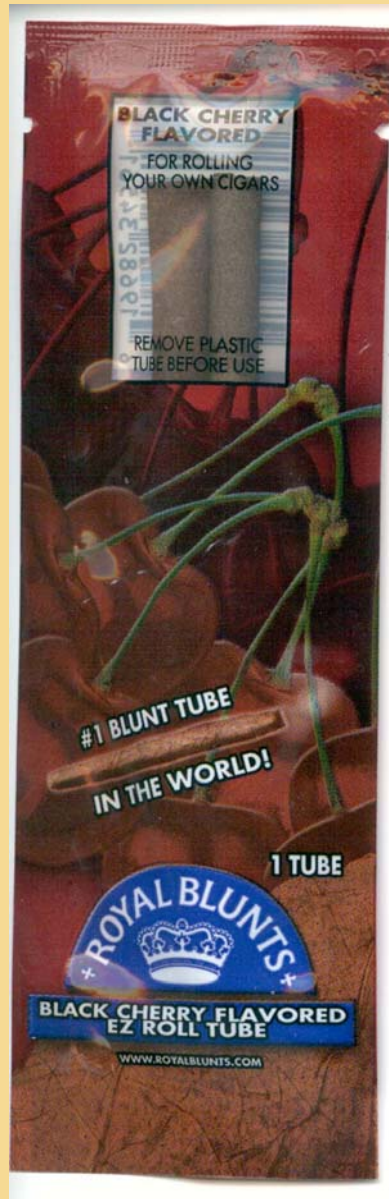
- Adequate funding
- Solid political support
- Partnerships are working
- Evidence-based practices

.....but there remains much to do

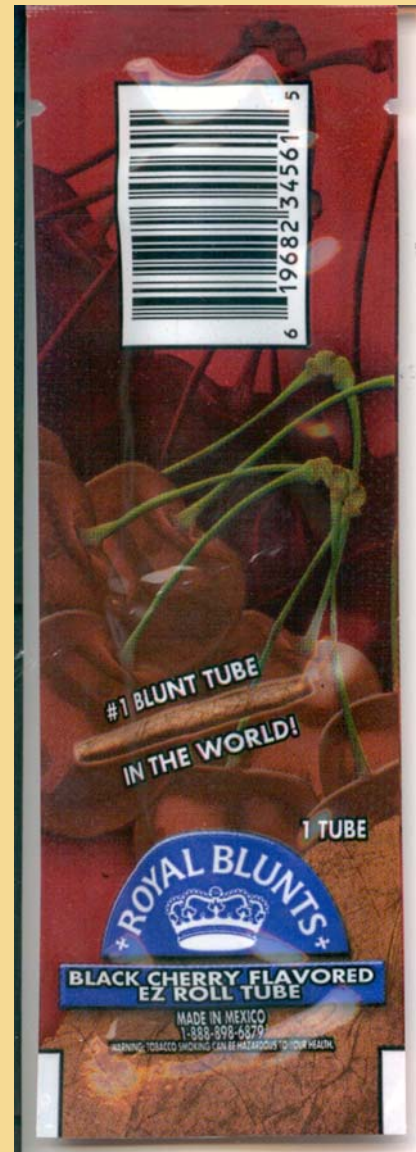
# Tobacco Industry Still at Work

The Tobacco Industry continues to be a strong factor working against success in our state.

- Influencing state policy
- Fighting against local policy
- Deceptive “educational” materials
- New products aimed at kids



**Package Front**



**Package Reverse**

# Funding and Program Life Cycle

TPC Account can support current level funding through SFY 2008.

So, how can we get the most out of the next few years?

# One Answer: Sustainable Change

- Policies
- System and practice change
- Build partnership between tobacco prevention and healthy community development

# Strategic Planning 2003-2004

## Objective:

Update current TPC plan by setting priority outcomes and strategies for the next three to five years.

# Strategic Planning 2003-2004

## Process

Step 1: Stakeholder survey (10/03)

Step 2: Stakeholder meeting (11/03)

Step 3: Input on recommendations (Spring 04)

Step 4: Stakeholders/DOH confirm  
recommendations (Summer 04)



# Strategic Planning 2003-2004

## **Recommended Priorities: Prevention**

- Strengthen school/community norms against tobacco use
- Increase anti-tobacco knowledge/beliefs/attitudes
- Intervene with experimenting youth

# Strategic Planning 2003-2004

## **Recommended Priorities: Cessation**

- Achieve universal access to cessation support, especially through health insurance
- Expand culturally appropriate and targeted health care intervention

# Strategic Planning 2003-2004

## **Recommended Priorities: Secondhand Smoke**

- Create new and enforce existing policies
- Motivate public to demand smoke-free air

# Strategic Planning 2003-2004

## **Recommended Priority: Capacity**

- Maintain on-going quality improvement
- Keep tobacco control on public agenda
- Coordinate stakeholder efforts and resources

# Strategic Planning 2003-2004

## New Guiding Principles (DRAFT)

- Program activities will be culturally appropriate for the audience
- Program activities that lead to sustainable changes will be given priority

# Sustainable Change Example

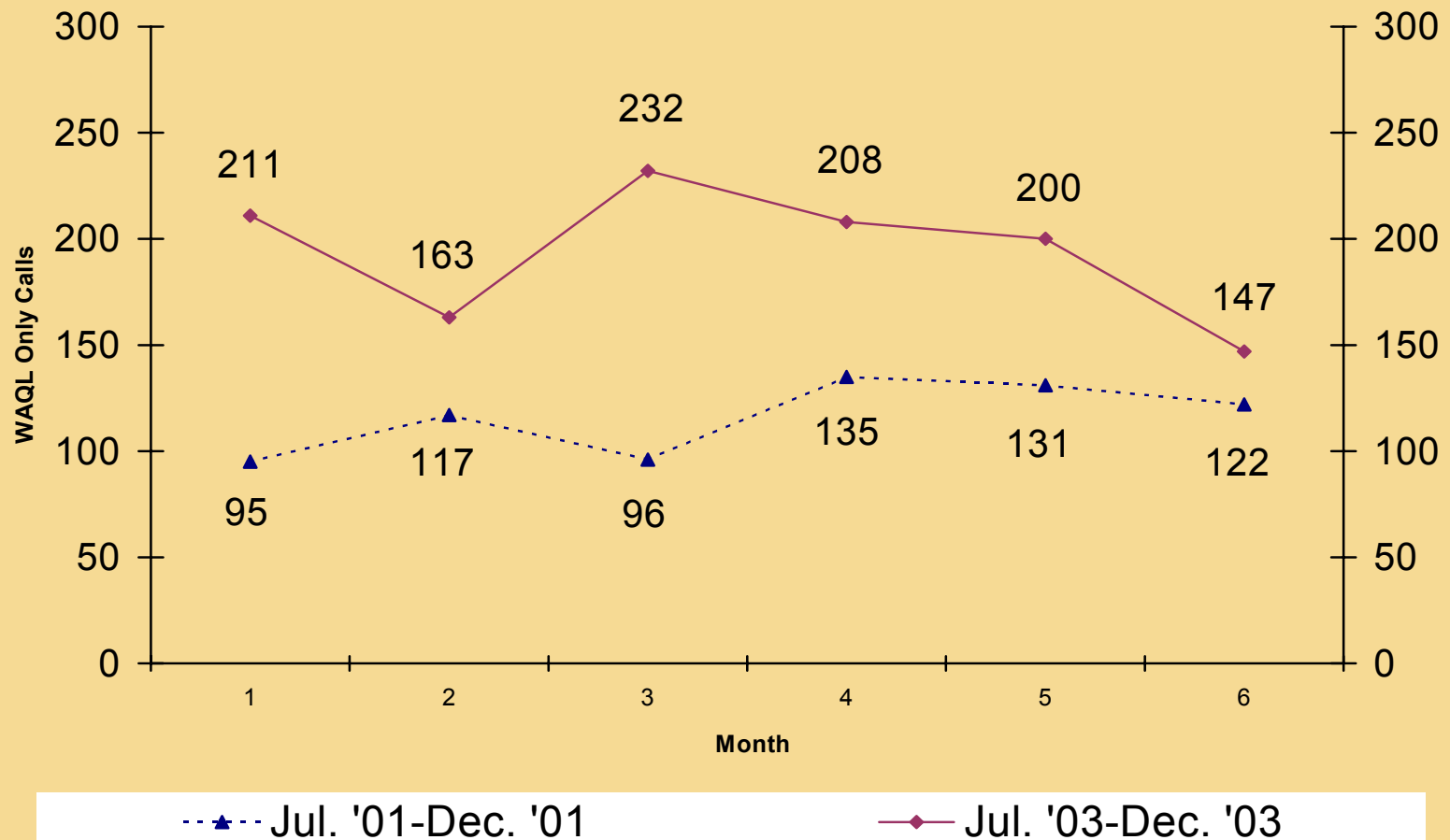
## **Basic Tobacco Intervention Skills (BTIS)**

- Train health care providers in 5 A's
- Use training of trainers network
- Since 2002:
  - ◆ Estimated 1500-1900 healthcare providers
  - ◆ Estimated 930 First Steps providers

# Quit Line: “Heard About” as Health Care Provider

## ‘Tobacco Users’ Only, Without Follow-Up Calls

*July 2001–December 2001 versus July 2003–December 2003*



# BTIS Next Steps

- Requirement for community contractors next year
- Target underserved areas
- Transition from training to technical assistance on clinic system change



# Sustainable Change = Changing the Environment

- Policies
- Practices
- People